

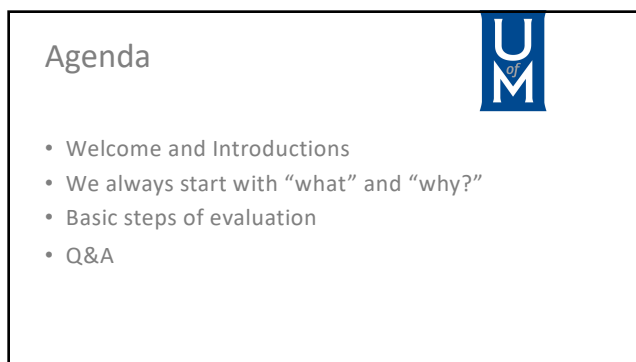


Important, not impossible!

Evaluating your organization's volunteer program

THE UNIVERSITY OF MEMPHIS

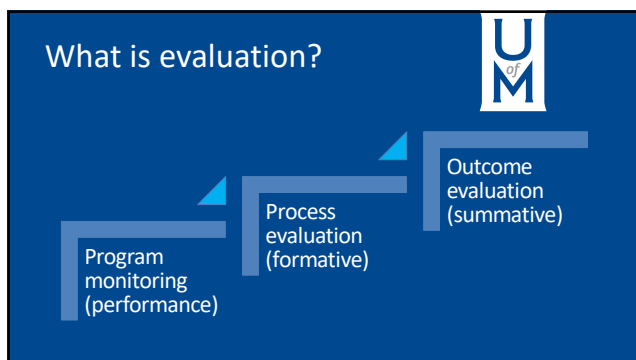
1



Agenda

- Welcome and Introductions
- We always start with “what” and “why?”
- Basic steps of evaluation
- Q&A

2



What is evaluation?

Program monitoring (performance)

Process evaluation (formative)

Outcome evaluation (summative)

3

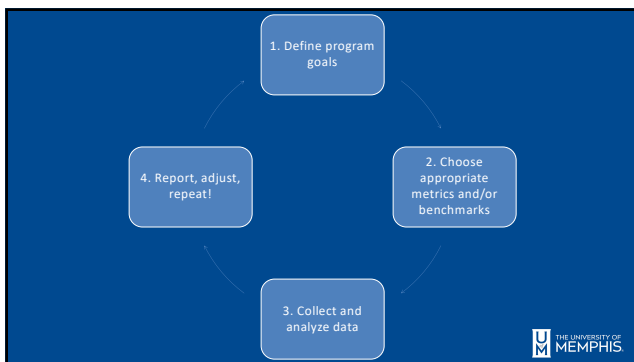


Why should I evaluate?

Why not?



4



5

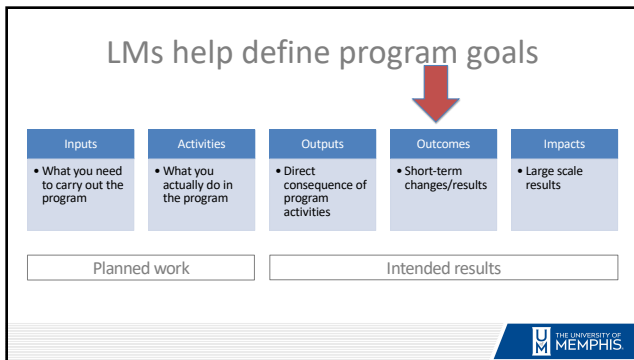


Step 1:
Define program goals

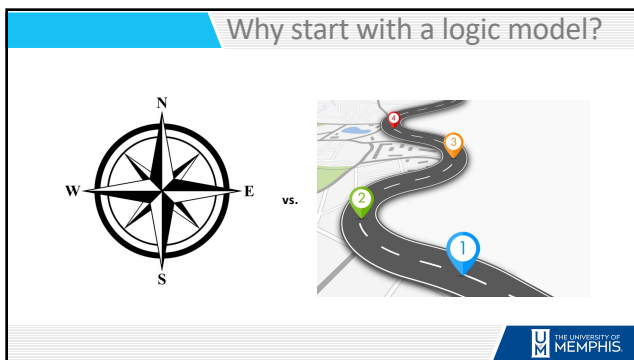
Start with a logic model



6



7



8


Your own goals

Output:
Direct consequence of the program


Outcome:
Short-term change in knowledge, attitudes, behaviors, or skills

Impact:
Long-term change to the organization, community or system

9




Step 2: Identify metrics and benchmarks



10

A brief detour...

Specific	Measurable	Achievable	Realistic	Timely
S	M	A	R	T
G	O	A	L	S
What do you want to do?	How will you know when you've reached it?	Is it in your power to accomplish it?	Can you realistically achieve it?	When exactly do you want to accomplish it?





11

Identify outcomes metrics

Outcome: Increased volunteer satisfaction


- SMART Outcomes:
 - X% move from episodic to regular volunteers
 - 95% of volunteers are satisfied with their experience
- Corresponding metrics:
 - # of episodic volunteers who convert to regular
 - # of volunteers who are "satisfied" or "very satisfied" with elements of their experience






12


Your metrics and benchmarks



It's Your Turn




13



Steps 3 & 4:
Collect & analyze data

Where will you find it?





14

Data collection

The goals of your evaluation determine:

- What questions you ask
- How you ask them
- Who you ask
- How you analyze the responses you receive

15

Example sources of data		
Output example	Data source	Analysis
# of volunteers in key positions within organization	Volunteer management database	Simple counts using Excel or DB query
# of active vol hours	Volunteer management database	Simple counts using Excel or DB query
Outcome example	Data source	Analysis
90% of vols satisfied with experiences over last 3 years	Volunteer satisfaction survey, volunteer focus groups	SurveyMonkey or similar, to collect, and Excel to analyze
15% increase in # of vols who become annual donors or increase annual giving	Volunteer management and/or donor databases	Simple counts using Excel or DB query
Impact example	Data source	Analysis
Increased organizational capacity to provide additional programs and services	Program records and volunteer management database	Simple counts using Excel or DB query



16

Your own data and analysis

Common data sources:

- Program records
- Donor database
- Volunteer management database
- Surveys
- Focus groups
- Interviews

Common data collection / analysis tools:

- SurveyMonkey
- Google Forms
- Excel
- Database queries
- SPSS, R or other statistical software

17

Step 5: Report and Act

Commitment to organizational improvement

THE UNIVERSITY OF
MEMPHIS

18

Thank you!

Questions?
Erin Nelson, PhD, MPA
e.nelson@Memphis.edu

